

# State Library of North Carolina

## UPDATE

<http://statelibrary.dcr.state.nc.us>

September 2004

### Marketing & Communications

#### *NC Public Libraries Sign Up!*

Forty-three NC public library systems have signed up to participate in the September Library Card Sign-up Campaign coordinated by the State Library. Through an LSTA-funded statewide leadership project, the State Library is providing campaign support and promotional materials to NC public libraries. This effort ties closely to the Public Library



Association's national campaign that focuses on promoting the value of public libraries nationwide with the message **A library card is the smartest card. Get it. Use it.** Throughout September, North Carolina public libraries will host a variety of programs, special events and promotional giveaways encouraging the public to get a library card.

#### *Sharing and Talking at the NCLA/SELA Conference*

SWAP AND CHAT will debut at the NCLA/SELA conference, November 10th-12th, offering attendees the opportunity to view publicity materials and share marketing ideas with their fellow librarians. Similar to ALA's Swap and Shop, SWAP AND CHAT not only offers the opportunity to swap PR materials but also an opportunity to chat and share ideas with public relations specialists. Even if you do not attend the conference you can still get involved by sharing your publicity materials. All types of libraries are invited to send in a supply (100 copies) of their best public relations materials to be displayed on tables for attendees to view and take home. For more information and a submission form see <<http://www.nclaonline.org/conference/2004/SwapChat/SwapChat.doc>> or contact Pam Jaskot at <[pjaskot@library.dcr.state.nc.us](mailto:pjaskot@library.dcr.state.nc.us)> or 919-807-7421.

### Library Services & Technology Act (LSTA)

#### *Career Enrichment Grants*

A pilot project offers funding to support the continuing education and career enrichment of individuals from eligible public, school, academic, special and state agency libraries. For the 2004-05 pilot year, grant funds will support library staff attendance at three conferences:

North Carolina School Library Media Association (NCSLMA), September 2004, Winston-Salem

North Carolina Library Association (NCLA), November 2004, Charlotte

American Library Association Annual Conference (ALA), June 2005, Chicago

The State Library received 86 applications for the NCLSLMA Conference and awarded funding to 37 individuals. Applications are now being accepted for the NCLA conference in November. Applicants who have not previously attended these conferences receive the highest priority for funding. Information and Guidelines for the program as well as the application form are available on the State Library web site at <<http://statelibrary.dcr.state.nc.us/lsta/cegrant.htm>>.

For additional information on this pilot project, contact Raye Oldham at <[roldham@library.dcr.state.nc.us](mailto:roldham@library.dcr.state.nc.us)> or 919-807-7423.

#### *Advisory Change*

At their August meeting, the LSTA Advisory Committee welcomed three new members and bid farewell to three outgoing members. Each committee member serves a three-year term. The three new members are Penny Sermons, Director, Learning Resources Center, Beaufort County Community College; Mary Sizemore, Director, Appalachian Regional Library; and Bil Stahl, The University Librarian, Hunter Library, Western Carolina University. All three received a half-day orientation to LSTA and the State Library the day before the meeting of the full committee.

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## Youth Services

It's that time of year! Evaluations for the 2004 Summer Reading Program are coming in while work on the 2005 Program begins. The 2004-05 Public Library Quiz Bowl program is starting up.

### *Summer Reading (but, unfortunately, some're not)*

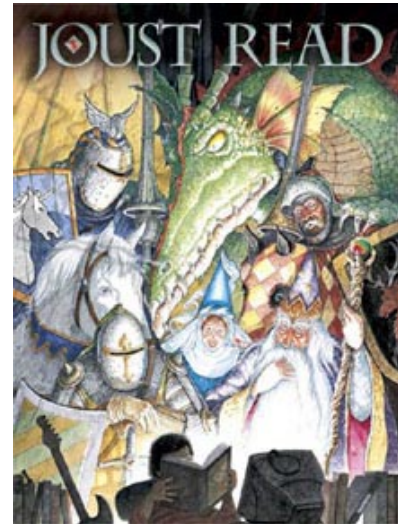
Youth Services Consultant, Jim Rosinia, has been very pleased with the feedback he's been getting about our first year as a member of the Collaborative Summer Library Program (CSLP). This consortium of libraries from 28 states works together to provide a professionally-written manual and other high-quality/low-cost summer reading program materials for children. The Collaborative selects a theme; contracts with well-known artists, professional writers and editors; and works with a commercial vendor to produce materials designed exclusively for CSLP members. In order to equitably distribute its state appropriation of funds for Summer Reading Program material, the State Library issued vouchers to all participating libraries to support their purchase of CSLP materials directly from the vendor, Highsmith/Upstart. The amount of each voucher was based on the population of youth ages 0-14 in each library service area.

Comments made directly to Rosinia and indirectly through other library consultants have exceeded his most optimistic expectations. Librarians report that they are very impressed with the quality of program material, the wide variety of collateral which they can order, the ease of the ordering process, and the use of vouchers. They also said receiving the manual in the fall and knowing the themes for the next few years is a great help for planning.



For 2004, the theme will be "Dragons, Dreams, and Daring Deeds" and Steven Kellogg, a nationally-known illustrator of almost one hundred very popular books, is

doing the artwork. The theme of the 2005 teen program will be "Joust Read" with artwork by Doug Keith, illustrator of the award-winning "Errant Knight."



At the time this was written, Rosinia had received final reports from only 26 of the 75 public library systems participating. While the following numbers fail to comprehensively describe the level of activity across the state, they do suggest it. To date, 27,301 children and 2,006 teens enrolled in libraries' Summer Reading Programs. 566,094 "J" books and 16,660 "YA" books circulated during the period of the program. Some libraries counted the total number of books participants reported reading - 178,977 "J" and 3,530 "YA". Others counted the time participants said they spent reading - 9,880 hours (about 412 days or 59 weeks).

### *Quiz Bowl 2004-05*

The Public Library Quiz Bowl Committee is finalizing the questions for the local competitions and planning for the annual Quiz Bowl Workshops - one for libraries from the western part of the state at the Catawba County Public Library in Newton on Oct. 8; one for libraries from the eastern part of the state at the Lenoir County Public Library in Kinston on Oct. 27. The workshops are great opportunities for new Quiz Bowl coordinators to get tips from their more experienced colleagues and from the Committee. And some attendees even get a chance to see what it's like to be on the receiving end of questions as eight lucky folks participate in a mock Quiz Bowl competition. Local competitions will be held between December 1, 2004 and February 12, 2005. The date selected for the District competitions is March 19, 2005. State Finals will be held in Research Triangle Park and broadcast live from the studios of WUNC-TV on a date yet to be determined.

## North Carolina Center for the Book

### *TWO new Let's Talk About It Reading and Discussion Series.*

At the NCLA-SELA conference in Charlotte at 9:30 a.m., Thursday November 11th, authors and scholars will discuss the new series "Unknown Worlds: Identities in the South" developed by the North Carolina Center for the Book and the North Carolina Humanities Council. The series brochure begins, "Reclaiming the past, capturing the present and imagining the future are three great challenges for fiction writers." Titles in this series are Bobbie Ann Mason's *Shiloh and Other Stories*, Lewis Nordan's *Wolf Whistle*, Toni Morrison's *Song of Solomon*, *Nowhere Else on Earth* by Josephine Humphreys, and Edward P. Jones's Pulitzer Prize winning *The Known World*.

To meet the third challenge described above, we have "Imagining the Future: Scientific Revelations in Fiction." The opening paragraph of the series brochure reads, "Wouldn't it be nice if we had a crystal ball to tell us what will happen in the future?"

Sure, understanding the past is great and historians have had a modicum of success with that, but to whom can you turn to learn about the future? Well, there is in fact a whole genre of western literature that has developed in the last 150 years that aims to describe our future history, and we call that literature science fact-science fiction." Lisa Sheffield (Adult Services Librarian, Transylvania County Public Library in Brevard) and her husband Dr. Scott Sheffield (Professor of History, Brevard College) developed this reading and discussion series as a result of the public library's success with the documentary film discussion series, "The Research Revolution: Science and the Shaping of Modern Life." The film series examines the atomic age, robotics, genetics, forensics, global warming, and biodiversity ~ how scientific research has changed our lives. Program participants wanted to read more about these topics, so Lisa and Scott came up with the Let's Talk About It series using H.G. Wells's *The World Set Free*, Aldous Huxley's *Brave New World*, Isaac Asimov's *I, Robot*, *The Space Merchants* by Frederik Pohl and C.M. Kornbluth, and *Greenhouse Summer* by Norman Spinrad. Are you interested in "reclaiming the past, capturing the present, or imagining the future"??? Contact Frannie Ashburn <fashburn@library.dcr.state.nc.us> or 919-807-7416.



**Letters About Literature 2004: Read. Be inspired. Write back.** Adam Jackson, an eighth grader from Lakeshore Middle School in Mooresville, was the North Carolina Level II (grades 7-8) winner of this year's contest and is one of six national winners to receive a \$500 Target gift card and an invitation to the National

Book Festival in Washington, D.C., this fall. His letter was among almost 40,000 submissions nationwide and 2,173 entries from North Carolina students - the fourth most entries of any state! Letters About Literature invites students to write a letter to an author - living or dead - explaining how that author's work changed the student's way of thinking about the world. Jackson wrote to author Ben Mikaelson about his book *Petey*, an inspiring story about a man living with cerebral palsy who meets Trevor, a young boy who becomes Petey's friend and protector. Jackson writes in his letter, "Anyone can learn about Petey's disease, Cerebral Palsy, but it takes guts to reach out and actually do something to ease another person's suffering. We all have the potential to be a Trevor. Reading *Petey* will help us to look beyond ourselves and past other's outward appearances. . . . I find myself complaining less these days about what life dishes out, and on occasion, wondering how Petey would handle something that I might see as difficult. Thank you for sharing Petey with me. Your book can encourage us all to understand that we are much more alike than we are different."

The national project office selected 108 North Carolina semi-finalists for further judging at the state level. From among these 108 semi-finalists, a state winner and four finalists on each level were selected by the North Carolina Center for the Book. State winners received a \$75 cash award and a \$50 Target GiftCard. Finalists received a \$50 cash award. For more information visit <[http://statelibrary.dcr.state.nc.us/ld/nccftb/cftb\\_yaac\\_lal.htm](http://statelibrary.dcr.state.nc.us/ld/nccftb/cftb_yaac_lal.htm)>.

### **Data Due**

Wednesday, September 15th, is the deadline for submitting the FY2003-2004 public library statistical report. If you have questions or need assistance, contact Timothy Owens, State Data Coordinator, by phone at 919-807-7424 or by e-mail at <[towens@library.dcr.state.nc.us](mailto:towens@library.dcr.state.nc.us)>.



## **LSTA** *continued from page 1*

The committee also said goodbye to three members concluding their terms. State Library staff expressed heartfelt thanks for the time, dedicated participation and thoughtful feedback these individuals contributed during their three years on the committee: Margaret Blanchard, Director, Central North Carolina Regional Library; Dan Swartout, Director of Libraries, Edgecombe Community College; and Jim Kuhlman, University Librarian, Ramsey Library, UNC-Asheville.



### **NC ECHO**

Project Archivist Kim Andersen Cumber gave a talk entitled "Never Leave A Man Behind: NC ECHO's Grassroots Digital Cultural Heritage Initiative" as part of a panel session during the recent Society of American Archivists Conference in Boston. This session, "From Digital Projects to Programs: Building Sustainability Through Collaboration," discussed three collaborative digitization efforts as each nears the end of its initial phase. The panel included Kim from NC ECHO, Melissa Watterworth of Connecticut History Online, and panel chair Kelcy Shepherd of Massachusetts' Five College Archives & Manuscript Collections project.

Speakers examined how cultural, academic, and state institutions faced with the challenge of sustaining digital programs are planning for the future by drawing upon the same collaborative relationships used in the initial development of these ventures. The session explored collaborative approaches for sustainability - establishing best practices, integrating and sharing resources, creating tools and procedures, and building technical infrastructure - examined the impact of collaboration on partnering institutions, and discussed various administrative and business models, funding strategies, and emerging trends. The well-received session generated quite a buzz among attendees and formally introduced NC ECHO to the national archival community.

### **On the E-Rate**

#### ***Check Your Plans***

The application window for e-rate funding year 2005 will open in November (watch for an announcement). As you prepare to file your forms, please remember that all services appearing on a Form 471 must have appeared on a corresponding Form 470 AND be included in your technology plan. If you will be requesting discounts on

any new services for Funding Year 2005 (July 1, 2005 - June 30, 2006), you must update your technology plan to include those services BEFORE submitting Form 470. If you have questions or need assistance, contact Grant Pair (919-807-7408; <gpair@library.dcr.state.nc.us>) or Timothy Owens (919-807-7424; <towens@library.dcr.state.nc.us>).

### ***Commitment Delays***

If you have not yet received your funding decision, expect a further delay. The Schools and Libraries Division (SLD) has not issued Funding Commitment Decision Letters for any Funding Year since August 3, 2004, and will be temporarily suspending further issuance of such letters. The Universal Service Administrative Company (USAC) has been directed by the FCC to move to government accounting standards by October 1, 2004, and this has raised potential budget authority issues that may impact USAC. When the issues are resolved, the SLD will resume issuing funding commitments.

### **Check the Number**

In September 2001, the toll-free number for the North Carolina Library for the Blind and Physically Handicapped (LBPH) changed to 1-888-388-2460. If any libraries have outdated LBPH promotional materials or resource directory listings with the old toll-free number of 1-800-662-7726, we request that those materials and resources be corrected or destroyed. **The old 800 number has been assigned to a service of another kind, so it's important to make the change.** LBPH will provide updated brochures, applications, posters, or other materials upon request. Please call 1-888-388-2460 for more information or to request updated materials.

### **Friends Count**

In addition to their donation to the NCPLDA lobbying effort, Friends of North Carolina Public Libraries (FONCPL) supported Legislative Day with 7,000 promotional placemats for the Legislative Building cafeteria. The placemats dressed the tables in the busy lunch spot for about three weeks. The design featured a state map showing the location of all 379 library outlets and an impressive array of stats: including the fact that 50% of the state's population has a library card (4,161,493 patrons) and that libraries provide 18,000 hours of service per week. Facts about NC LIVE appeared, too. FONCPL is a volunteer statewide organization that promotes the development of excellent public library service throughout North Carolina <<http://statelibrary.dcr.state.nc.us/foncpl/foncpl.htm>>.